



Creating More and Better Jobs

PURE *M*ICHIGAN Focus

**James McBryde, Vice President of Governmental Affairs
Michigan Economic Development Corporation**

**Senate Economic Development Committee
January 24, 2014**

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Michigan Economic Development Corporation



The MEDC promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life.

- The state's economic development authority, with direct control over resources and programs
- Partnership between the State of Michigan and local communities
- One-stop resource for business retention, expansion and relocation projects
- Structure allows for speed, continuity and flexibility

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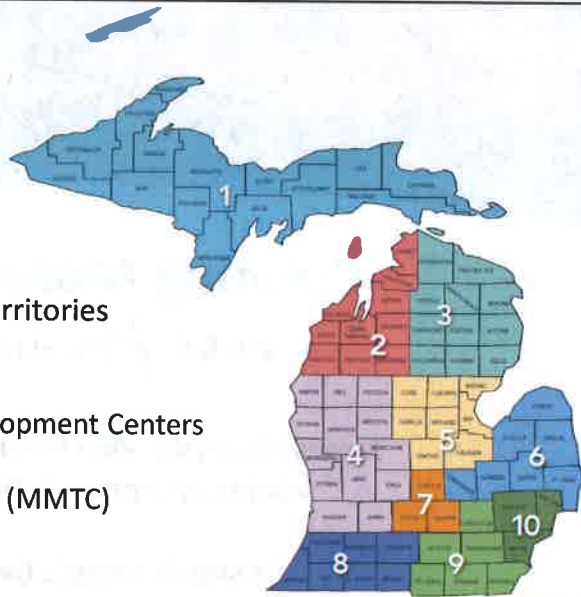
Regional Focus

Ten development regions

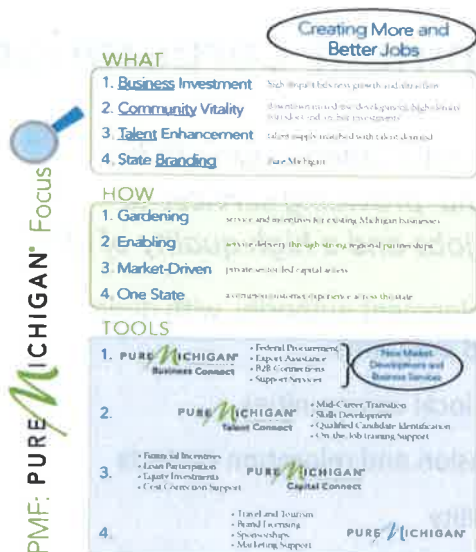
- 67 Interlocal and 87 corporate partners
- Work together to align regional services and priorities

MEDC and service providers have aligned territories

- MEDC Field Teams & Support
- Michigan Works! Agencies (MWAs)
- Michigan Small Business & Technology Development Centers (MI-SBTDC)
- Michigan Manufacturing Technology Centers (MMTC)
- Transportation (MDOT)
- Agriculture & Rural Development (MDARD)



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MEDC: Focused & Balanced Approach to Economic Development

The MEDC supports Governor Snyder's initiatives and economic outcomes targeted on his dashboard by focusing on:

- **Business Growth and Investment**
- **Vibrant and Vital Communities**
- **Talent Enhancement**
- **Michigan's business and tourism brand**

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Business Tax Reform

- Corporate tax rank from #49 to #7
- Overall tax rank from #18 to #12
- 3rd among the nation's 12 largest states

**At Least
80%
Tax Cut for
Businesses**

Best in Midwest!

PURE *M*ICHIGAN[®]

Full Service Workforce & Talent System



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Pure Michigan Talent Connect



The place for:

- Job Seekers
- Employers
- Career Explorers

mitalent.org

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Pure Michigan Export Program

"We are reinventing Michigan in a way that works better for our businesses and creating strong tools like the Pure Michigan Export Program to help Michigan companies compete globally and diversify their customer base."

- Rick Snyder, Governor

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Foreign Direct Investment (FDI)

Why is it important?

More and Better Jobs!!

- FDI supports over 5 million US workers
- FDI supports 141,700 workers in Michigan
- FDI related jobs pay 30% higher
- 84% of FDI comes from 8 countries
- 41% of FDI goes to the manufacturing sector

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Targeted industries for bilateral trade and foreign direct investment



Targeted countries for foreign direct investment



PURE MICHIGAN[®]

Advertising

Bus Wraps



Otter Creek



Ludington

Billboards



PURE MICHIGAN

2013 National Cable Buy

\$13 million – 5,000 airings of Pure Michigan TV commercials from March through June



PURE MICHIGAN

Pure Michigan Travel Partnerships

43 partnerships throughout the State



National Partnerships

**Ann Arbor
Grand Rapids
Mackinac Island
The Henry Ford
Traverse City**

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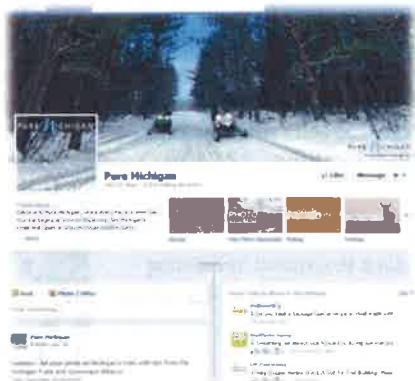
Pure Michigan Social Media

Facebook

YouTube



youtube.com/puremichigan



facebook.com/puremichigan

Twitter



twitter.com/puremichigan

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One State

Integrating state services for citizen customers



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Making it Real in Downriver Detroit

MAGNA
EXTERIORS & INTERIORS



Norplas Industries, Inc., a manufacturing division of Magna Exteriors and Interiors, plans to open a new operation for light assembly and sequencing of front-end modules in **Brownstown Township** and a state-of-the-art robotic paint line and injection molding process operation in Delta Township.

Projected Private Investment: \$81.75 million

Projected Job Creation: 658

MBDP Incentive: \$2,000,000 performance-based grant

ZYNP International, a world leading automotive supplier of cylinder liners for gasoline and diesel engines, plans to expand its existing operations as well as add a new R&D center in the **City of Romulus**.

Projected Private Investment: \$9.5 million

Projected Job Creation: 51

MDP Incentive: \$350,000 performance-based grant



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Making it Real in Downriver Detroit



Detroit Thermal Systems, LLC, a newly formed venture that has acquired the business from the Ford/ACH facility in Plymouth, leased an existing building in the **City of Romulus** for a new operation to develop and manufacture high quality climate control systems and components for the automotive industry.

Projected Private Investment: \$25 million

Projected Job Creation: 300

MBDP Incentive: \$750,000 performance-based grant

Hotel Sterling II, LLC plans to renovate and convert a long vacant and obsolete former Sears building in the **City of Wyandotte** into a 21-room boutique hotel, conference and banquet facility.

Projected Private Investment: \$2.5 million

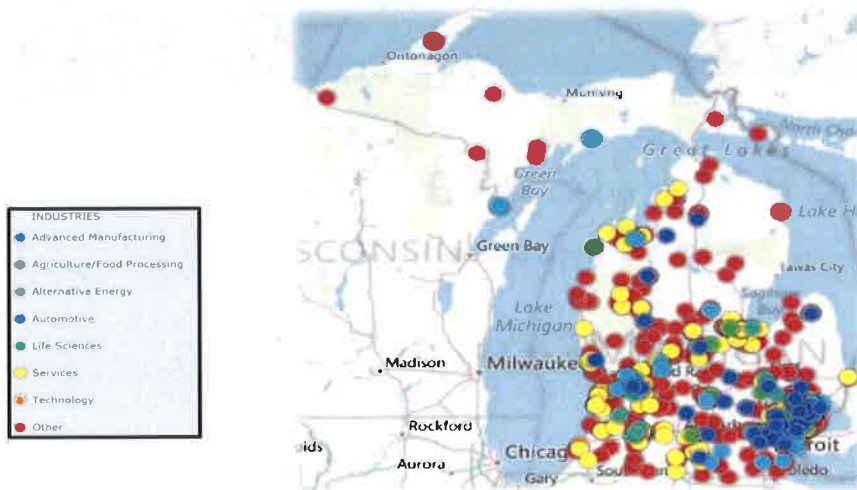
Projected Job Creation: 3

MCRP Incentive: \$445,000 performance-based grant



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2011-12 Project Successes



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So how are we doing?

Michigan is America's comeback state

Michigan is **#1** on the list of states that recovered most from the Great Recession

In 2011, Michigan's economy grew **2.3%** - the **6th** best growth rate in the U.S.

Corporate tax rank **#7** from **#49** - **3rd** among the 12 largest states

Today, we have **200,000** new payroll jobs

Unemployment is **8.4%** down from 14.2% in 2009

Michigan home sales were up **10%** in 2012

Michigan ranks **#3** for high-tech job growth

Michigan employers are saving **\$1 billion** in unemployment costs

Moody's and Standard & Poor's revised Michigan's outlook to **positive**

Fitch Ratings improved Michigan's general obligation bonds from AA- to **AA**

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Questions?

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